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FREE CREATIVE WAYS



FOR BRANDS TO BUILD
AUTHENTIC CONNECTION
WITH THEIR CUSTOMERS

WWW.BRIDGETTECAREYMARKETING.COM

Connection Checklist

- ☐ **Handwritten Notes or Messages**
Adding short, personal notes to receipts, packaging orders, or digital orders makes an unexpected and human connection
- ☐ **“Spotlight” Moments**
Feature a client of the week on social media or in a newsletter. Share their story, testimonial, or pic to show you care about your customers.
- ☐ **Voice or Video Thank You's**
Recording a quick 30-second voice note or video just to say “thank you” to leave a lasting impression
- ☐ **Feedback on Social**
Asking (& acting on) feedback from clients or potential customers makes people feel heard, and helps you understand their pain points better.
- ☐ **Celebrate Small Wins**
Hit 100 sales? One year in? Don't keep it to yourself —say thanks and let your people know they're part of the win.